

ORDER



A GANNETT COMPANY

Orders

Order / Rev:	702402
Alt Order #:	06241652
Product Desc:	MCCRORY FOR NC GOV
Estimate:	917923
Flight Dates:	09/17/12 - 09/23/12
Original Date / Rev:	07/25/12 / 09/06/12
Order Type:	Political

	WFMY-TV
Primary AE:	Nick Welte
Sales Office:	T-PHI
Sales Region:	NAT

Agency

Name:	<u>Smart Media Group Inc/ POL</u>
Buying Contact:	<u></u>
Billing Contact:	<u></u>
	<u>814 King Street</u>
	<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	WEEKLY
Agency Commission:	15%

Advertiser

Name:	McCrory for NC Governor
Demographic:	A35+
Product Codes:	PL-Governor
Priority:	P-4
Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	59	\$16,360.00	\$13,906.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	59	\$16,360.00	\$13,906.00	0.00
Totals	59	\$16,360.00	\$13,906.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFMY-TV	37%	\$16,360.00
Market	100%	\$44,216.22

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	29%	\$12,822.70
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	1%	\$442.16
WUNL	0%	\$0.00
WUPN	1%	\$442.16
WXII	28%	\$12,380.54
WXLV	4%	\$1,768.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/21/12	09/21/12	News 2 at 11 News 2 at 11	CM	11-1135p	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/17/12	09/23/12	----F--		1		\$350.00		0.00					
E 2	WFMY	09/21/12	09/21/12	Price Is Right Price Is Right	CM	11a-12p	----F--	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
ADD TO SCHED 7.18															

Order / Rev: 702402
 Alt Order #: 06241652
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR NC GOV
 Estimate: 917923

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WFMY	09/21/12	09/21/12	Price Is Right Price Is Right	CM	11a-12p	----F--	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$140.00		0.00						
E 3	WFMY	09/21/12	09/21/12	News2 at Noon News2 at Noon	CM	12-1230p	----F--	:30	1	\$130.00	P-4	0.00	NM	1	\$130.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$130.00		0.00						
E 4	WFMY	09/21/12	09/21/12	M-F 3-4p Let's Make a Deal	CM	3-4p	----F--	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$95.00		0.00						
E 5	WFMY	09/21/12	09/21/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	----F--	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
ANDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$230.00		0.00						
E 6	WFMY	09/21/12	09/21/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	----F--	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
GOOD MRN SH 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$55.00		0.00						
E 7	WFMY	09/21/12	09/21/12	News 2 at 6 News 2 at 6	CM	6-630p	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$350.00		0.00						
E 8	WFMY	09/21/12	09/21/12	PA (M-F) Wheel/Jopardy	CM	7-8p	----F--	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$375.00		0.00						
E 9	WFMY	09/21/12	09/21/12	CBS This Morning CBS This Morning	CM	8-10a	----F--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$60.00		0.00						
E 10	WFMY	09/17/12	09/17/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
HAWAII 5-O															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$850.00		0.00						
E 11	WFMY	09/17/12	09/17/12	News 2 at 11 News 2 at 11	CM	11-1135p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$350.00		0.00						
E 12	WFMY	09/17/12	09/17/12	Letterman David Letterman	CM	1135p-1235a	M-----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$70.00		0.00						
E 13	WFMY	09/17/12	09/17/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$140.00		0.00						
E 14	WFMY	09/17/12	09/17/12		CM	12-1230p	M-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00

Order / Rev: 702402
 Alt Order #: 06241652
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR NC GOV
 Estimate: 917923
WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News2 at Noon News2 at Noon															
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$130.00		0.00			
E 15	WFMY	09/17/12	09/17/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
LETS MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$95.00		0.00			
E 16	WFMY	09/17/12	09/17/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$225.00		0.00			
E 17	WFMY	09/17/12	09/17/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	M-----	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
ANDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$230.00		0.00			
E 18	WFMY	09/17/12	09/17/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	M-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
GOOD MRN SH 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$55.00		0.00			
E 19	WFMY	09/17/12	09/17/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$350.00		0.00			
E 20	WFMY	09/17/12	09/17/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$375.00		0.00			
E 21	WFMY	09/17/12	09/17/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$60.00		0.00			
E 22	WFMY	09/22/12	09/22/12	Panthers Huddle Panthers Huddle	CM	1135p-1205a	-----S-	:30	1	\$30.00	P-4	0.00	NM	1	\$30.00
CAR PANTHERS COACHES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$30.00		0.00			
E 23	WFMY	09/22/12	09/22/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p	-----S-	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$110.00		0.00			
E 24	WFMY	09/22/12	09/22/12	Sat 7-730p Sat Wheel of Fortune	CM	7-730p	-----S-	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
ADD TO SCHED 7.18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$110.00		0.00			
E 25	WFMY	09/22/12	09/22/12	PA (Sa) Sat Wheel/Jeopardy	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
WHEEL/JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$150.00		0.00			
E 26	WFMY	09/22/12	09/22/12		CM	7-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00

Order / Rev: 702402
 Alt Order #: 06241652
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR NC GOV
 Estimate: 917923

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Good Morning Show Satu											
				Good Morning Show Sa		(7:00 AM-9:00 AM)									
				GMA WKND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-		1			\$70.00			0.00			
E 27	WFMY	09/23/12	09/23/12	News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 11											
				NEWS 2 AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$350.00			0.00			
E 28	WFMY	09/23/12	09/23/12	News 2 at 6 Sunday	CM	6-630p	-----S	:30	1	\$110.00	P-4	0.00	NM	1	\$110.00
				News 2 at 6 Sunday											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$110.00			0.00			
E 29	WFMY	09/23/12	09/23/12	Good Morning Show Sun	CM	7-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				Good Morning Show Su		(7:00 AM-9:00 AM)									
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$70.00			0.00			
E 30	WFMY	09/23/12	09/23/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$125.00	P-4	0.00	NM	1	\$125.00
				CBS Sunday Morning											
				CBS SUN MRNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$125.00			0.00			
E 31	WFMY	09/23/12	09/23/12	Sun Prime C	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				The Good Wife											
				GOOD WIFE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S		1			\$1,200.00			0.00			
E 32	WFMY	09/20/12	09/20/12	Letterman	CM	1135p-1235a	---T---	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				David Letterman											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$70.00			0.00			
E 33	WFMY	09/20/12	09/20/12	News2 at Noon	CM	12-1230p	---T---	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
				News2 at Noon											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$130.00			0.00			
E 34	WFMY	09/20/12	09/20/12	News 2 at 5	CM	5-530p	---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
				News 2 at 5											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$225.00			0.00			
E 35	WFMY	09/20/12	09/20/12	M-F 5-6a	CM	5-6a	---T---	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT											
				GOOD MRN SH 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$55.00			0.00			
E 36	WFMY	09/20/12	09/20/12	News 2 at 6	CM	6-630p	---T---	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 6											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$350.00			0.00			
E 37	WFMY	09/20/12	09/20/12	CBS This Morning	CM	8-10a	---T---	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
				CBS This Morning											
				EARLY SHW1-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$60.00			0.00			
E 38	WFMY	09/20/12	09/20/12		CM	9-10p	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00

Order / Rev: 702402
 Alt Order #: 06241652
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR NC GOV
 Estimate: 917923

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Thu Prime B											
				Big Brother 14											
				PERSON OF INTEREST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---		1			\$1,200.00			0.00			
E 39	WFMY	09/18/12	09/18/12	Tue Prime C	CM	10-11p	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				CSI: Crime Scene Inv											
				VEGAS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$800.00			0.00			
E 40	WFMY	09/18/12	09/18/12	News 2 at 11	CM	11-1135p	-T-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 11											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$350.00			0.00			
E 41	WFMY	09/18/12	09/18/12	Letterman	CM	1135p-1235a	-T-----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				David Letterman											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$70.00			0.00			
E 42	WFMY	09/18/12	09/18/12	Price Is Right	CM	11a-12p	-T-----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
				Price Is Right											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$140.00			0.00			
E 43	WFMY	09/18/12	09/18/12	News2 at Noon	CM	12-1230p	-T-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
				News2 at Noon											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$130.00			0.00			
E 44	WFMY	09/18/12	09/18/12	News 2 at 5	CM	5-530p	-T-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
				News 2 at 5											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$225.00			0.00			
E 45	WFMY	09/18/12	09/18/12	530-6p Andy Griffith	CM	530-6p	-T-----	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
				Andy Griffith											
				ANDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$230.00			0.00			
E 46	WFMY	09/18/12	09/18/12	M-F 5-6a	CM	5-6a	-T-----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				5-6a GMS ROT											
				GOOD MRN SH 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$55.00			0.00			
E 47	WFMY	09/18/12	09/18/12	News 2 at 6	CM	6-630p	-T-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 6											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$350.00			0.00			
E 48	WFMY	09/18/12	09/18/12	CBS Evening News	CM	630-7p	-T-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				CBS Evening News											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$700.00			0.00			
E 49	WFMY	09/18/12	09/18/12	PA (M-F)	CM	7-8p	-T-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				Wheel/Jeopardy											
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----		1			\$375.00			0.00			
E 50	WFMY	09/18/12	09/18/12		CM	8-10a	-T-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00

Order / Rev: 702402
 Alt Order #: 06241652
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR NC GOV
 Estimate: 917923

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS This Morning											
				CBS This Morning											
EARLY SHW1-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$60.00		0.00						
E 51	WFMY	09/18/12	09/18/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,400.00		0.00						
E 52	WFMY	09/18/12	09/18/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				NCIS LA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$1,200.00		0.00						
E 53	WFMY	09/19/12	09/19/12	News 2 at 11 News 2 at 11	CM	11-1135p	--W----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$350.00		0.00						
E 54	WFMY	09/19/12	09/19/12	Letterman David Letterman	CM	1135p-1235a	--W----	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$70.00		0.00						
E 55	WFMY	09/19/12	09/19/12	Price Is Right Price Is Right	CM	11a-12p	--W----	:30	1	\$140.00	P-3	0.00	NM	1	\$140.00
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$140.00		0.00						
E 56	WFMY	09/19/12	09/19/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--W----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
				LETS MAKE A DEAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$95.00		0.00						
E 57	WFMY	09/19/12	09/19/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	--W----	:30	1	\$55.00	P-4	0.00	NM	1	\$55.00
				GOOD MRN SH 5A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$55.00		0.00						
E 58	WFMY	09/19/12	09/19/12	PA (M-F) Wheel/Jeopardy	CM	7-8p	--W----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				ADD TO SCHED 7.18											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$375.00		0.00						
E 59	WFMY	09/19/12	09/19/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
				EARLY SHW1-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$60.00		0.00						
													Totals	59	\$16,360.00